CLAIMS:

1   1.   For a client/server system having at least a client including a graphical
2   user interface to display a content of virtual hosted stores to a user, the virtual stores
3   being stored in databases managed by a database management system in a resource
4   manager, the graphical user interface being operatively connected to an application
5   server having a business logic module to select the content to be displayed, a method
6   of managing the content of the hosted virtual stores comprising the steps of:
7   creating a profile store which serves as a template and upon which the hosted
8   stores are formatted;
9   designating one or more e-marketing spots in the hosted stores;
10   setting up a marketing campaign for the hosted stores; and
11   creating one or more campaign initiatives in the profile store for the content to
12   be displayed in the hosted stores.

1   2.   The method as set forth in claim 1, further comprising the step of
2   creating one or more local campaign initiatives for the content to be displayed in the
3   e-marketing spots of the hosted stores.

1   3.   The method as set forth in claim 2, further comprising the step of
2   modifying the local campaign initiatives in the hosted store.

1   4.   The method as set forth in claim 2, further comprising the step of
2   scheduling a time duration for the content to be displayed in the e-marketing spots of
3   the hosted stores.

1   5.   The method as set forth in claim 2, further comprising the step of
2   checking for a schedule conflict between one or more of the campaign initiatives for

3   the profile store and one or more of the local campaign initiatives for an e-marketing

4   spot in a hosted store.

1   6.   The method as set forth in claim 5, further comprising the step of

2   choosing the campaign initiative over the local campaign initiative in case of a

3   schedule conflict.

1   7.   The method as set forth in claim 1, further comprising the step of

2   modifying the campaign initiatives in the profile store.

1   8.   A client/server system for a marketing campaign comprising:

2   a plurality of networked clients each having a graphical user interface to

3   display content of one or more virtual hosted stores to a user viewing a

4   hosted store;

5   an application server operatively connected to the clients through a network,

6   the application server having a business logic module to determine the

7   content to be displayed to the user based on one or more campaign

8   initiatives; and

9   a database management system operatively connected to the application server

10   for retrieving the content of the hosted stores stored in a database.

1   9.   The client/server system as set forth in claim 8, wherein each of the

2 hosted stores includes a plurality of e-marketing spots for displaying the content

3 therein based on one or more local campaign initiatives.

1   10.   The client/server system as set forth in claim 9, wherein the business

2 logic module further comprises a scheduler module for determining a duration of

3 display of content in each of the e-marketing spots.

1   11.   The client/server system as set forth in claim 10, wherein the scheduler

2 module includes means for resolving scheduling conflict between the campaign

3 initiatives and the local campaign initiatives.

1   12.   The client/server system as set forth in claim 8, further comprising

2 means for populating the business logic module with campaign initiatives.

1   13.   The client/server system as set forth in claim 8, further comprising

2 means for populating the business logic module with local campaign initiatives.

1   14.   A computer program product having a computer readable medium

2   tangibly embodying computer executable instructions for directing a client/server

3   system having at least a client including a graphical user interface to display a content

4   of virtual hosted stores to a user, the virtual stores being stored in databases managed

5   by a database management system in a resource manager, the graphical user interface

6   being operatively connected to an application server having a business logic module

7   to select the content to be displayed, the computer program product comprising:

8   instructions for creating a profile store which serves as a template and upon

9   which the hosted stores are formatted;

10   instructions for designating one or more e-marketing spots in the hosted

11   stores;

12   instructions for creating a marketing campaign for the hosted stores; and

13   instructions for creating one or more campaign initiatives in the profile store

14   for the content to be displayed in the hosted stores.

1   15.   The computer program product as set forth in claim 14, further

2   comprising instructions for creating one or more local campaign initiatives for the

3   content to be displayed in the e-marketing spots of the hosted stores.

1   16.   The computer program product as set forth in claim 15, further

2   comprising instructions for modifying the local campaign initiatives in the hosted

3   store.

1   17.   The computer program product as set forth in claim 15, further

2   comprising instructions for scheduling a time duration for the content to be displayed

3   in the e-marketing spots of the hosted stores.

1   18.   The computer program product as set forth in claim 15, further

2   comprising instructions for checking for schedule conflict between one or more of the

3 campaign initiatives for the profile store and one or more of the local campaign

4 initiatives for an e-marketing spot in a hosted stores.

1   19.   The computer program product as set forth in claim 18, further

2 comprising instructions for choosing the campaign initiative over the local campaign

3 initiative in case of a schedule conflict.

1   20.   The computer program product as set forth in claim 14, further

2 comprising instructions for modifying the campaign initiatives in the profile store.

1   21.   A computer data signal embodied in a carrier wave and having means

2   in the computer data signal for directing a client/server system having at least a client

3   including a graphical user interface to display a content of virtual hosted stores to a

4   user, the virtual stores being stored in databases managed by a database management

5   system in a resource manager, the graphical user interface being operatively

6   connected to an application server having a business logic module to select the

7   content to be displayed, the computer data signal comprising:

8   means in the computer data signal for creating a profile store which serves as

9   a template and upon which the hosted stores are formatted;

10   means in the computer data signal for designating one or more e-marketing

11   spots in the hosted stores;

12   means in the computer data signal for setting up a marketing campaign for the

13   hosted stores; and

14   means in the computer data signal for creating one or more campaign

15   initiatives in the profile store for the content to be displayed in hosted

16   stores.

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